

In the Claims:

1. (Canceled)

2. (Currently Amended) ~~The device of claim 1 that further includes~~ In a wireless telephony device including a microphone, a modulator, and an RF amplifier, the device serving to receive audio and transmit an RF signal conveying audio modulation, an improvement comprising an optical sensor having plural sensing elements and producing image signals, a lens for imaging an object onto the sensor, and decoder circuitry for decoding plural bit information steganographically conveyed by the object.

3-6. (Canceled)

7. (Previously Presented) In a wireless telephony device including a microphone, a modulator, and an RF amplifier, the device serving to receive and transmit RF signals conveying audio data, an improvement comprising:

- a display screen;
- an optical sensor having plural sensing elements and producing image data;
- a lens for imaging an object onto the sensor; and
- a processor for discerning plural-bit data steganographically encoded within said image data.

8. (Previously Presented) The device of claim 7 in which said processor also directs an action based on said plural-bit data.

9. (Previously Presented) The device of claim 8 in which said action based on said plural-bit data is presenting information obtained from a remote computer on said display screen.

10. (Previously Presented) The device of claim 9 in which said information is a web page.

11. (Previously Presented) The device of claim 8 in which said action is establishing a telephonic link to a phone number determined by reference to said plural-bit data

12. (Previously Presented) The device of claim 8 further including a GPS system for determining location of the device, and said action is a first action if the GPS system determines the device is in a first location, and said action is a second, different action if the GPS system determines the device is in a second, different location.

13. (Previously Presented) The device of claim 12 in which said first action is linking from said device to a first remote system, and said second action is linking from said device to a second remote system.

14. (Previously Presented) The device of claim 12 in which said first action is loading first graphic data from a remote system for presentation on said display screen, and said second action is loading second graphic data from a remote system for presentation on said display screen.

15. (Previously Presented) The device of claim 7 in which said processor also directs the device to transmit at least some of said plural-bit data to a remote system for further action.

16. (Previously Presented) The device of claim 15, further including a memory in which said plural-bit data is cached for later transmission to the remote system.

17. (Previously Presented) A method of operating a cell phone, including: capturing image data using a 2D image sensor included with said cell phone; discerning plural-bit data steganographically encoded in said image data;

at least in part by reference to said plural-bit data, determining an identity of a remote system; and

establishing communication between said remote system and the cell phone thru a link that includes a cellular network.

18. (Previously Presented) The method of claim 17 wherein the remote system is another cell phone.

19. (Previously Presented) The method of claim 17 wherein the remote system is a computer, and the communication includes transferring graphic data from said computer for display on the cell phone.

20. (Previously Presented) The method of claim 17 that further includes sensing a location of the cell phone, and determining the identity of said remote system at least in part by reference to said location.